



Sangmoon Ma

Marketing Director

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Mr. Sang-moon Ma, Marketing Director, who is in charge of planning, public relations/communication, and marketing of Shin & Kim, acquired business management through many years of industrial field experience and marketing and strategic planning know-how at a mobility company, as well as MBA and Ph.D., seeks to maximize customer and corporate value by enhancing Shin & Kim's brand value and securing a differentiated strategic competitive advantage based on professional knowledge across the business.

Professional Career

2023-Present	Marketing Director, Shin & Kim LLC
2020-2023	Senior Vice President, Strategic Planning Division, Kumho Tire Co., Inc.
2019-2020	General Manager, Strategic Innovation Team, Kumho Tire Co., Inc.
2010-2019	General Manager, Product Strategy Team, Kumho Tire Co., Inc.
2005-2010	General Manager, Marketing Team, Kumho Tire China Co., Inc.
1995-2005	Sales, Marketing Team, Product Strategy Team, Kumho Tire Co., Inc.

Education

2023	Sogang University, Sogang Business School (Ph.D., Business Administration)
2019	Sogang University, Sogang Business School (MBA)
1996	Chungnam National University (B.B.A)

Languages

Korean, English, Chinese

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